



Dear Menthol Smoker:

Thank you for accepting our invitation to try Marlboro Menthol. You'll soon discover, like thousands of smokers across the country, that Marlboro Menthol is everything your menthol should be.

To introduce you to the cool, refreshing taste, we're enclosing a coupon good for three free packs of any style Marlboro Menthol: full flavor, lights box, or lights 100's box.

After trying us, we hope you'll want to make Marlboro Menthol your regular brand. So we're also sending along two more special offers.

First, you'll find a coupon good for \$5.00 off your next carton purchase. There's also an offer for a free carton coupon. Just send us five carton proofs of purchase with the enclosed certificate and we'll mail you a coupon good for a free carton.

We hope you'll take advantage of these special offers promptly and join the thousands of smokers across the country who have made the switch to the freshest of menthol: Marlboro Menthol.

Sincerely,

Marlboro Menthol



"2061033221"

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**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

Lights: 10 mg "tar," 0.8 mg nicotine—
Kings: 17 mg "tar," 1.2 mg nicotine—
av. per cigarette by FTC method

2061033221



P.O. Box 7200
Kankakee, IL 60902

Forwarding and return postage guaranteed.
Address correction requested.

Sample A. Sample
123 Anystreet
Anytown, IL 12345

DM-105

MARLBORO MENTHOL
PROGRAM 1, MAILING 1

ENVELOPE
LETTER
3-COUPONS

Bulk Rate
U.S. Postage
PAID
Permit #163
Downers Grove
Illinois

P0002160



2061033222*

2061033222



P.O. Box 7208
Kankakee, IL 60902

Postage and return postage guaranteed.
Address corrections requested.

384



Bulk Rate
U.S. Postage
PAID
Normal #1333
Northbrook
Illinois

P0002165

DM-106

MARLBORO MENTHOL
PROGRAM 1, MAILING 2

ENVELOPE
LETTER
FREE PACK COUPON
SWEETS OFFER



2061033223